



Purchasing Department
530 Water Street
Oakland, CA 94607

March 22, 2019

ADDENDUM No. 1

RFP No. 18-19/19 – Oakland International Airport Creative Design Agency

This Addendum modifies the original RFP Documents for the above-mentioned RFP. **Acknowledge receipt of this addendum in the space provided on the RFP Acknowledgement and Signature Form (Attachment 3). Failure to do so may disqualify your proposal.**

The following questions were submitted by the deadline and are answered in this addendum.

1. **Question:** Please confirm if companies from Outside USA can apply for this, for example India or Canada?

Answer: Yes

2. **Question:** Is there a requirement to come over to Oakland for meetings?

Answer: No, there is no requirement to come to Oakland for meetings. Teleconference meetings are acceptable.

3. **Question:** Can companies perform the tasks (related to RFP) outside USA?

Answer: Yes

4. **Question:** Can a company submit the proposals via email?

Answer: Unfortunately, proposal submission via email is not acceptable.

5. **Question:** Will the decision makers lean towards an in state creative design group?

Answer: Preference points will not be given towards an in-state creative design group.

6. **Question:** How many other firms are currently interesting in working on the project?

Answer: At this point in time, the Port has no advance knowledge of how many firms are interested in working on the project.

7. **Question:** What are the key criteria for the decision making other than what is posted on the RFP?

Answer: There are no additional key criteria other than what is listed in the RFP.

8. **Question:** The RFP lists current and previous media platforms used. Is it expected that the firm who earns the business will buy media spots such as radio, tv, etc?

Answer: No, the selected firm is not expected to purchase media spots.

9. **Question:** Proposal Worksheet: How do you propose we provide the information listed in items a), b) and c)? It seems that these should be included in the proposal document and then the provided grid list the percent of time allocated by hourly rate. Is that correct?

Answer: Yes, that is correct. The proposal worksheet can be included in the proposal document with the provided grid which lists the percent of time allocated by hourly rate.

10. **Question:** Does a cover, back cover page or table of contents count toward the 20 page maximum?

Answer: The cover and back cover will not count, but the table of contents page will count towards the 20 page maximum limit. A cover and back cover are not necessary..

11. **Question:** How long have you used your messaging, "Fly the East Bay Way to San Francisco" and "The Best Way to San Francisco Bay"? Is this messaging newer or older?

Answer: We've used "The Best Way to San Francisco Bay" messaging since 2010 and "Fly the East Bay Way" since 2017.

12. **Question:** How often are we doing printing?

Answer: Only as needed.

13. **Question:** Is the content provided or will we be responsible for creating the content?

Answer: The content will be provided but the selected firm should also be able to have the capabilities and resources to create content, if needed.

14. **Question:** What platforms or mediums will the content be associated with?

Answer: The content will be associated with digital and print mediums/platforms, including but not limited to in-terminal/outdoor ads, brochures, tv/radio, social media posts, mailers, backdrops, and signage

15. **Question:** What does frequency look like from a web design & development standpoint?

Answer: Web design and development will be once a quarter.

16. **Question:** Similar to the printing, will the content and design be provided or will we be responsible for all creation of said content?

Answer: The selected firm will be responsible for all creation of content and design.

17. **Question:** Will any media placement be associated with the \$150,000 budget?

Answer: No media placement will be associated with the \$150,000 budget.

18. **Question:** What are your peak seasons?

Answer: Summer travel is our peak season.

19. **Question:** Can you briefly describe the marketing campaigns you have run over the last year? Including: KPIs, target audience, seasonality and budget.

Answer: Aviation staff promotes Oakland International Airport to two distinct groups of passengers with messages centered on OAK's relative convenience and reliability as a major San Francisco Bay Area airport. The two groups are the local originating (outbound) San Francisco Bay Area market and inbound domestic and international traveler.

Below are the marketing campaigns that we ran over the last year:

- *“Fly the East Bay Way” campaign: digital, OOH formats*
- *New route promotion, both in-terminal and in various print formats (OAK had 14 new routes in 2018); visitors’ guides, local magazines, and trade publications*
- *BART train car wrap and inside-car cards on behalf of Norwegian*
- *BART in-station promotion of new routes; print*
- *Bespoke new route advertising on KQED-TV*
- *OAK’s sponsorship of Cal Athletics and status as the “Official Airport of Cal”; in-stadium (print and LED), radio, and digital*
- *“Park Free” program; includes emails, digital posts, and print*
- *Redesign of airport parking shuttle bus livery*
- *Adaption of existing campaigns for different formats and applications (i.e., backdrops, signs)*
- *In-home mass mailers (design and fulfillment); print*
- *Airport marketing brochure design and production; print*
- *Fall and Winter campaign to promote travel during the slow season; digital*

20. **Question:** Who are your primary competitors?

Answer: San Francisco International Airport and Mineta San Jose International Airport.

21. **Question:** Do you have an incumbent agency or marketing partner that is participating in the RFP?

Answer: Yes, all qualified firms are welcome to submit a response to the RFP.

22. **Question:** What has accounted for the budget increase over the course of the last two years?

Answer: The budget increase over the course of the last two years was associated with the increase in newly added routes.

23. **Question:** Can you describe the make up and roles of your Aviation Marketing Department?

Answer: The Aviation Marketing Department consists of a small team. An Associate Marketing Representative will be assigned to be the contact person for the design firm that will handle the day to day communications and management directly with the firm. However, the final decision is made by the head of the Aviation Marketing Department.

24. **Question:** Do you anticipate moving the hosting responsibilities of your web properties to the winner of the RFP?

Answer: No, we do not. The hosting of the Port and OAK website is under a different contract agreement with a different vendor.

25. **Question:** In past years, we understand that a significant portion of the airport's marketing spend has been allocated by contracts with tenant airlines to promoting those airlines' new routes to/from OAK. Is that expected to be the case during this service period as well? If so, are you able to estimate the proportion of the advertising budget that could be available to promote the Airport and develop that brand independent of the comarketing of specific routes/destinations served?

Answer: Yes, the spending budget to promote our partner airlines will be similar during this service period as well. However, we do have a separate budget that is not route specific and could be used to promote and develop OAK as a brand.

26. **Question:** The RFP states on page 2 that "Respondent must demonstrate a proven history of successful and effective aviation/airport related creative services." Do you consider this to be a pass/fail prerequisite as the "must" implies, or will you consider proposals from firms with demonstrated experience in related areas, including travel and tourism, if that experience is not strictly related to aviation and airports?

Answer: The Port will consider proposals from firms with experience in related areas.

27. **Question:** Regarding the list of past—and contracted—advertising outlets, does the Airport intend to place media directly with such partners following the strategy established with the selected Creative Design Agency, or will you need the Agency to negotiate and purchase media on your behalf?

Answer: The Aviation Marketing Department will place media directly with our vendors and partners and will not need the Agency to negotiate and purchase media on our behalf.

28. **Question:** As a recently-formed entity (built around a team that has many years of local experience) we are unable to submit an application for certification through the Port SRD portal because it requires a local office be open for more than one year prior to application. Understanding that SBE preference points may only be awarded based on Port certification, will you nonetheless consider responsive proposals from a new Small Local Business like ours?

Answer: The Port considers all responsive proposals regardless of certification status and size.